

REMARKS

Claims 1-4 and 6-9 are pending in this application. By this Amendment, claims 10-34 have been canceled. Claims 1, 8, and 9 have been amended. Support for the amendments can be found, for example, at pg. 3, line 12 - pg. 45, line 23 and pg. 30, line 17 - pg. 31, line 11 of the Specification. No new matter has been added.

Claims 1-4 and 6-9 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,493,677 issued to von Rosen et al. (hereinafter "von Rosen"). This rejection is respectfully traversed.

Claim 1 has been amended to recite "wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images at the same time corresponding to ~~different text fonts~~ variations of a feature selectable for the unique information indicating product." Further, "the product being selected from a group consisting of stamps and business cards" has been removed. Von Rosen does not teach or suggest amended claim 1.

Von Rosen does not disclose "displaying, using the browser of the client device, a plurality of preview images at the same time corresponding to variations of a feature selectable for the unique information indicating product" as called for by claim 1.

Von Rosen discloses selling customized branded bottles of soda over the Internet. A user can customize a bottle of soda with a graphic image and/or text. (See Figs. 8A-8B). Von Rosen only discloses providing a *single* preview image at a time of a customized soda bottle. Displaying a plurality of images at the same time corresponding to variations of a feature (e.g. text font, color, size of a product) selectable for the unique information product provides the advantage of allowing a user to compare the preview images corresponding to variations of the feature simultaneously and select the most desirable. Because von Rosen

only discloses displaying a single preview image at a time, it lacks this advantage of the invention.

Therefore, claim 1 is patentable over von Rosen. Because claims 2-4 and 6-9 depend from claim 1, they are patentable for at least the same reasons. Accordingly, withdrawal of the rejection is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Attachment:
Request for Continued Examination

Date: October 24, 2007

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